

Madison Mayor Rhodes-Conway: Madison launches MadCAP to reduce bills of low-income utility customers

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On March 1, the City of Madison will launch the Madison Customer Assistance Program (MadCAP). MadCAP is the first program in Wisconsin to offer a monthly credit, or discount, to low income residents on a municipal services bill. Those who enroll in MadCAP will receive a discount to their Madison Municipal Services bill in the form of a credit that applies to all items on the bill, including water, sewer, resource recovery, landfill, an urban forestry services.

“Working families are struggling to afford housing in Madison. One way we can help is to reduce the cost of household bills,” said Mayor Rhodes-Conway. “This program will encourage efficiency and help ease the burden on individuals and families who are struggling financially.”

MadCAP will offer a \$20 monthly credit to eligible residents earning 30-50% of area median income, and a \$30 monthly credit to eligible residents earning up to 30% of area median income. The MadCAP program was approved by the Public Service Commission of Wisconsin (PSC) as a two-year pilot program. It is the first water affordability program approved in the State of Wisconsin.

As part of their approval, the PSC specified program eligibility requirements. Participants can be renters or homeowner if they are residential customers with their name on the Municipal Services bill, and who can verify their income eligibility. Additionally, per PSC guidance, eligible homeowners must participate in water conservation programs.

“We appreciate the Public Service Commission’s willingness to innovate with us as we pilot the first water utility affordability program in the State, and we look for their continued partnership as we roll out the program and learn more about how to make it as successful as possible,” said Madison Water Utility General Manager, Krishna Kumar.

Mayor Rhodes-Conway agreed, adding, “This is an opportunity to innovate and learn from our residents, while helping to make their lives just a little easier.”

This is the latest statewide innovation from the City of Madison which also launched the state’s first guaranteed income pilot program for low-income families, the state’s first Vision Zero